

Rep Order# 9796626 Ver# 7 Status Revised

Traffic Order# 31439

Printed: 08/21/2012 1:41 PM  
Last Received: 08/21/2012 1:13 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WWSB-TV SARASOTA, FL  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1617  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1617  
Flight Dates 08/18/2012 - 08/31/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---CONTRACT COMMENT---

OBAMA FOR AMERICA - SCHEDULE C \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

---REMARKS---

MG FOR LN 4 SHOWN ON LN 6  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	SA	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/18-08/25	0	0	0	\$0.00	
				[MADE-GOOD BY LINE(S) 6 5]								
				V7 Effective Dates Changed								
	*6	W-F	7P-730P	WHEEL OF FORTUNE	:30	\$400.00	08/22-08/24	1	1	1	\$400.00	
				Sales Remark: V7 MG FOR LN 4 1X 8/18								
				[MKGD FOR SPOTS MISSED ON LN #4: 8/18(1/WK)]								
				V7 Added								

---REPORT TOTALS---

Report Totals: 1 / \$400.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$5,600.00 Sep 12: 11 / \$4,800.00  
Sales Totals: 24 / \$10,400.00  
Station Totals: 24 / \$10,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

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EC'd Yes

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---COMPETITIVE---

Market Totals

\$403,101

CABL 0%

UNKN 0%

WBSV 1%

WFLA 23%

WFTS 18%

WTOG 0%

WTSP 22%

WTTA 3%

WTVT 26%

WWSB 2%

Books null  
Demos RA35+